



PRESS RELEASE
FOR IMMEDIATE RELEASE
JULY 9, 2007

**SELLING A HOME JUST BECAME MUCH EASIER FOR FLORIDIANS
Your Choice Real Estate expands its MLS Assist to statewide coverage.**

Orange Park, FL, July 9, 2007 – Your Choice Real Estate announced that it is now offering its highly successful MLS Assist service throughout Florida. MLS Assist was first introduced in 2005 in northeast Florida. The company's expanded offering is a result of increased demand and newly forged partnerships.

MLS Assist provides sellers access to the very powerful MLS (Multiple Listing Service) database and Realtor.com. Using MLS Assist, sellers retain the opportunity to sell their property on their own while gaining the benefits of exposure to thousands of agents on MLS and millions of buyers on Realtor.com. To date Your Choice Real Estate has over 200 MLS Assist customers.

“The response to our MLS Assist service has been tremendous” said Phillip Jones, President and CEO of Your Choice Real Estate. “Our customers really appreciate our approach to assist them with the sale of their property, while allowing them to continue to sell the property on their own. Our increased exposure throughout the state will lay the foundation for additional locations to open in the future. Once new locations open, we will offer our complete menu of services via those offices.”

Your Choice Real Estate plans to open its next office in the Orlando market covering the central Florida region in 2008 and has long range plans to franchise the business model throughout the US and Canada.

Your Choice Real Estate, founded in 2005, is a full service real estate brokerage headquartered in Orange Park, Florida. Your Choice Realty represents both buyers and sellers. Sellers have the flexibility to choose the services they need and only pay for the services they select. Your Choice Real Estate through its website www.ycre.net, allows customers a host of online tools to buy or sell property. The company also has strategic partnerships with other real estate brokerages throughout the U.S.

For more information about Your Choice Real Estate and their services visit their website, www.ycre.net; contact their office by telephone at 904-298-2679; or email at info@ycre.net.

###